Urban harmony

ACME computer accessories in the Urban harmony product line are designed for stylish urban people who live their lives on the go. Mobility, universality, functionality and ease of use are critically important to them. The ACME Urban harmony helps you to stay in balance and be true to yourself in a vibrant city.

WHY ACME believes that the majority of people prefer to use simple and functional devices. We've also noticed that people are not willing to pay lots of money just to have 'a label' brand anymore.

HOW Our designers follow the 'less is more' principle. We use design driven innovations to create pure style and functional devices that make our lives easier.

WHAT ACME provides mobile computing (tablets & smart phones) accessories that despite their design and functional exclusivity are affordable for the majority of people.

NEST

Notebook bag

About the product

The bag was created exclusively for urban people who live their lives on the go. They demand for comfort and style. This bag boasts an impressive capacity: simple yet ingenious solutions by ACME designers expand it's dimensions beyond your expectations. Unfold the special cloth and put your jacket, lunch box or trainers inside with ease. The outside straps can be used to effortlessly attach additional large items, such as yoga mats, graphic rolls and raincoats. The ACME NEST Notebook bag – fit in more...

Unique selling proposition

Adjustable capacity: special cloth + outside straps

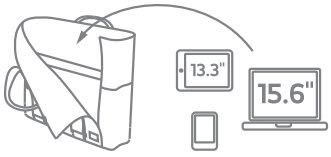
Horizontal and vertical zippers

Lifestyle design + extra safe computer compartments

Special size front compartment for passport, boarding pass & other key documents

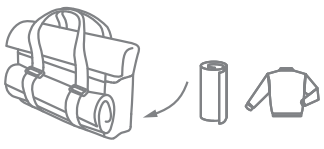
Competitors do not have particular functions SKU in this price segment

- Model: 16M48
- Fits: notebooks up to 15.6"
- Material: easy-care polyester + versatile & pleasant to wear canvas
- Shoulder strap: adjustable, padded
- Handles: 2 top handles
- Pockets: 1 hidden pocket on the front, special notebook and tablet
- Compartments: many compartments for daily essentials
- Inner dimensions: 9x38x38 cm
- Colour: night black



Easy access

Extra space



Outside straps

TRUNK

Notebook backpack

About the product

The backpack's subtle and functional design is its exceptional feature. Like all accessories in this product line, it was designed for urban people who live their lives on the go: leave home early and come back late. It not only easily fits two notebooks, but also sportswear, groceries or a warm sweater – everything you need for an active day. The backpack can be opened really wide to an angle of 240°, so you can easily access what you need. The ACME TRUNK Notebook backpack – fits in what doesn't fit in!

Unique selling proposition

Wide opening for easy access
Spacious drawstring compartment at the front for extra needs

Lightweight + spacious

Meets Wizzair cabin baggage standards

Special size front compartment for passport, boarding pass & other key documents

Competitors do not have particular functions SKU in this price segment

- Model: 16B49
- Fits: notebooks up to 15.6"
- Material: easy-care polyester + versatile & pleasant to wear canvas
- Shoulder straps: adjustable, padded
- Pockets: 1 big pocket on the front,
- Special notebook and tablet compartments,
- Many compartments for daily essentials
- Inner dimensions: 14x29x41 cm
- Colour: night black

Easy access

Fits notebooks up to 15.6" and tablets up to 10"

Big pocket for extra needs

Compartments for daily essentials

PEAK

Messenger bag – backpack

product design award 2014

About the product

The PEAK Messenger bag – backpack meets all requirements – the bag can be easily transformed into a backpack and vice versa. The bag – backpack has many special sizes and layout compartments, helping one to organize various digital devices and daily essentials. The easy-care material meets the needs of people living life on the go. The ACME PEAK Messenger bag – backpack – convenient living in a vibrant city.

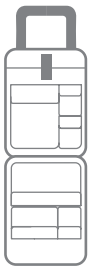
Unique selling proposition

2/1 function – one arm motion and the bag is transformed into a backpack and vice versa

Informative and unique packaging

Competitors do not have particular functions SKU in this price segment

- Models: 16M38BL, 16M38BR, 16M38GR
- Fits: up to 15.6" notebooks and tablets
- Material: versatile, easy-care, water repellent
- Inner dimensions: 10x30x42 mm
- Colours: night black, brick brown, asphalt grey



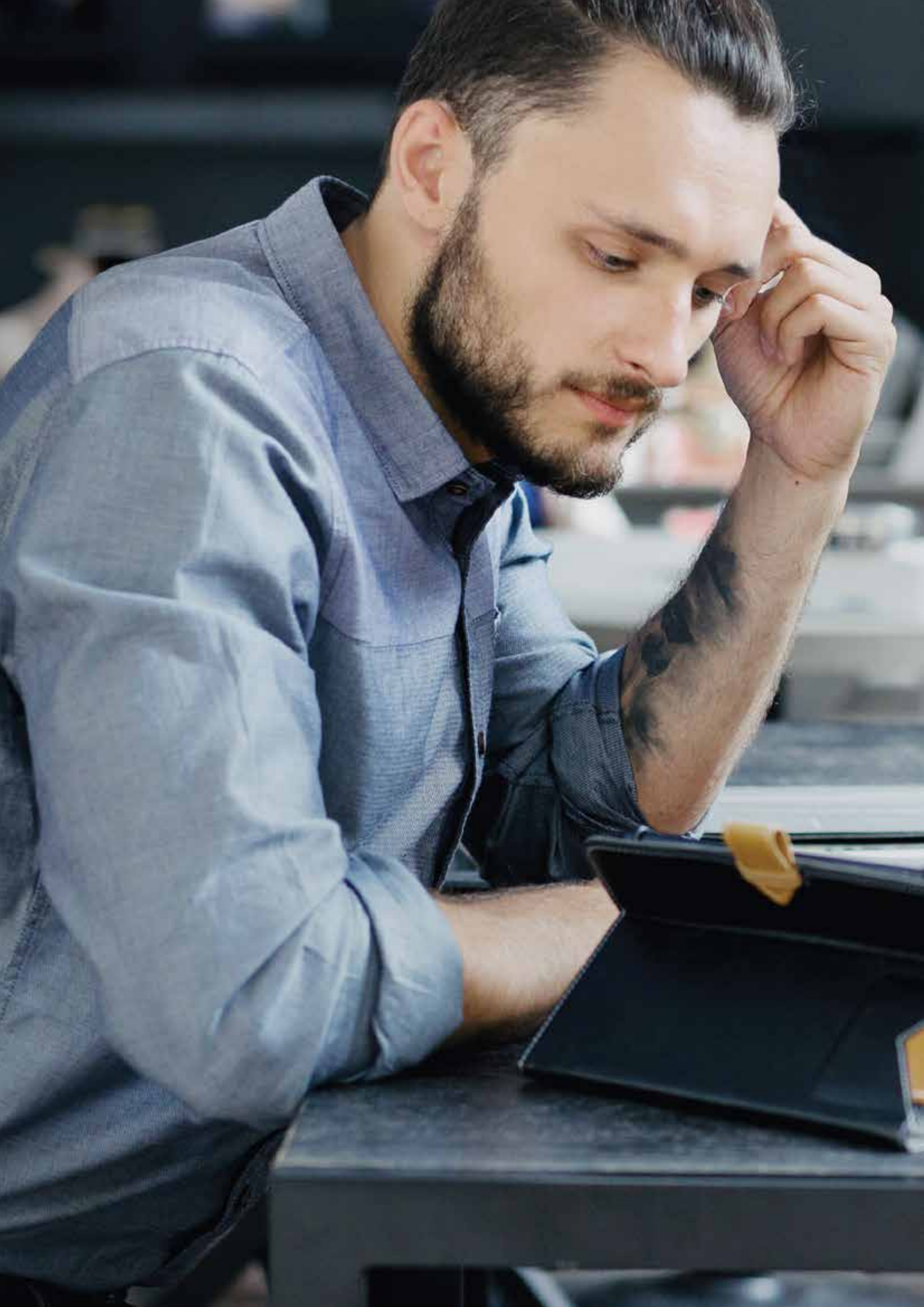
Inner layout

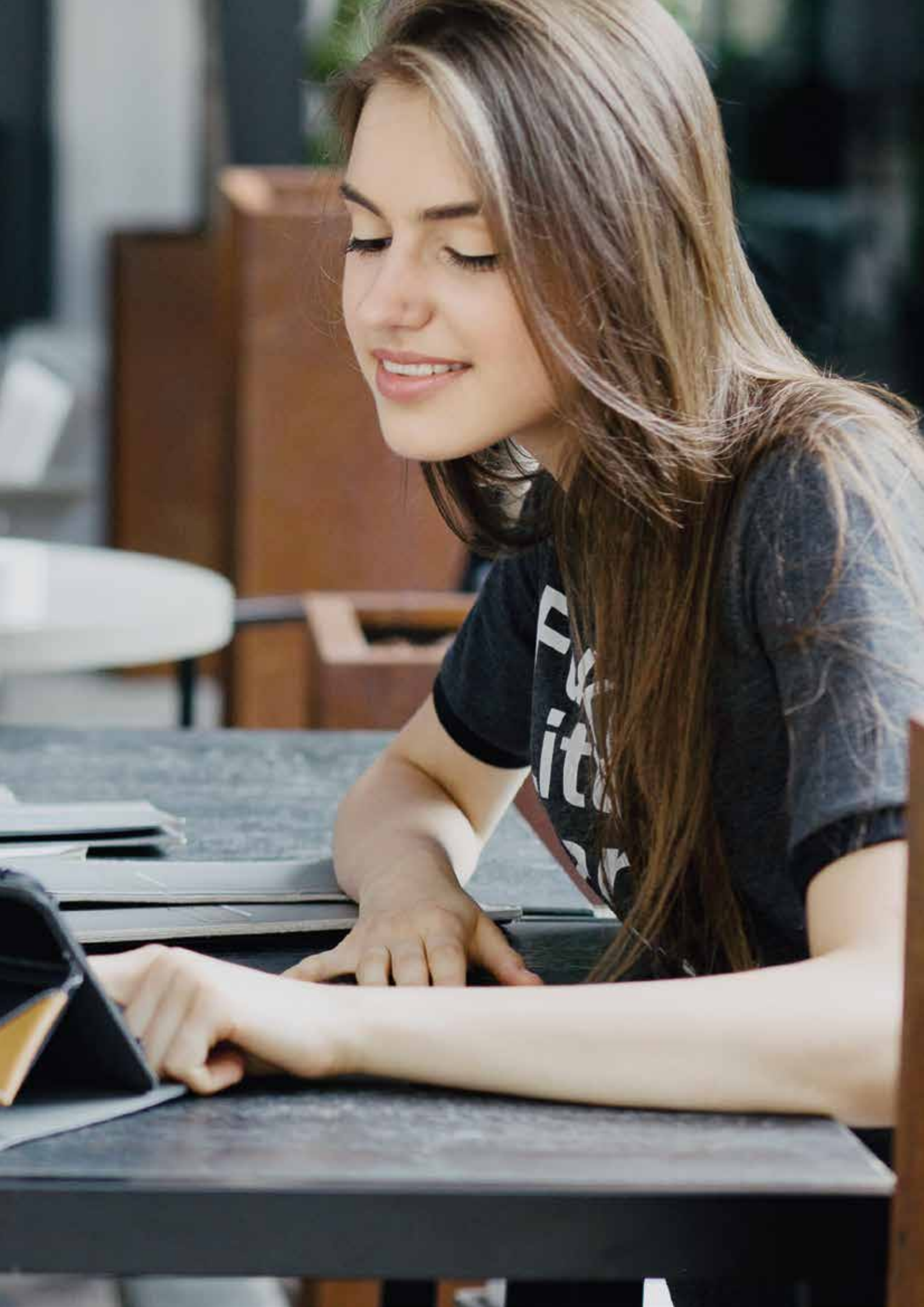
Pull up for a messenger bag position

Pull back for a backpack position

Designed for 10.1" and 15.6" devices

Compartaments for daily essentials





TERRA

Tablet cover-stand | 7”-8”

About the product

The product is designed for urban people who value functionality and comfort. The main unique feature of the cover-stand is the special integrated cleaning cloth. If you use your tablet a lot, its screen is bound to get dirty. To combat this a cleaning cloth has been subtly integrated into the cover-stand so you don’t have to carry additional cleaner. The ACME TERRA Tablet cover-stand – comfort lies in small details.

Unique selling proposition

3-in-1 function: cover + stand + cleaning cloth

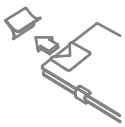
Special holding loop for leatherette strap

Classic design + lifestyle details
Competitors do not have particular functions SKU in this price segment

- Model: 8T45
- Fits: 7”-8” tablets
- Material: easy-care leatherette
- Closure mechanism: leatherette belt
- Device attachment: protective plastic corners
- Viewing angles: unlimited
- Style: unisex
- Colour: night black with camel brown details

Fits 7”-8” tablets

Unlimited viewing angles



Cleaning cloth integrated

TERRA

Tablet cover-stand | 9,7”-10,1”

About the product

The product is designed for urban people who value functionality and comfort. The main unique feature of the cover-stand is the special integrated cleaning solution. If you use your tablet a lot, its screen is bound to get dirty. To combat this a cleaning solution has been subtly integrated into the cover-stand so you don’t have to carry additional cleaner. The ACME TERRA Tablet cover-stand – comfort lies in small details.

Unique selling proposition

3-in-1 function: cover + stand + cleaning cloth

Special holding loop for leatherette strap

Classic design + lifestyle details

Competitors do not have particular functions SKU in this price segment

- Model: 10T46
- Fits: 9,7”-10,1” tablets
- Material: easy-care leatherette
- Closure mechanism: leatherette belt
- Device attachment: protective plastic corners
- Viewing angles: two
- Style: unisex
- Colour: night black with camel brown details

Fits 9,7”-10,1” tablets

Media position

Typing position

Cleaning cloth integrated

LOOP

Tablet cover-stand | 7”-8”

About the product

The product is characterised by subtle and functional design. Its unique feature is a dual-function elastic strap, which not only comfortably and firmly clasps the cover, but also protects the tablet. The active and busy schedule of the urban person often requires multitasking. When you hold the tablet, you can put the strap over your wrist to prevent it from crashing to the ground if it unexpectedly slips out of your hands. The ACME LOOP Tablet cover-stand – safe if it slips.

Unique selling proposition

2-in-1 elastic strap for clasping and safety

Classic design + lifestyle details

Competitors do not have particular functions SKU in this price segment

- Models: 8T43, 8T43BR, 8T43GR
- Fits: 7”-8” tablets
- Material: easy-care polyester
- Closure mechanism: elastic strap
- Safety: elastic strap
- Device attachment: protective plastic corners
- Viewing angles: three
- Style: unisex
- Colours: night black, chocolate brown, asphalt grey

Fits 7”-8” tablets

Three viewing angles

Elastic strap for closing and safety

LOOP

Tablet cover-stand | 9,7”-10,1”

About the product

The product is characterised by subtle and functional design. Its unique feature is a dual-function elastic strap, which not only comfortably and firmly clasps the cover, but also protects the tablet. The active and busy schedule of the urban person often requires multitasking. When you hold the tablet, you can put the strap over your wrist to prevent it from crashing to the ground if it unexpectedly slips out of your hands. The ACME LOOP Tablet cover-stand – safe if it slips.

Unique selling proposition

2-in-1 elastic strap for clasping and safety

Classic design + lifestyle details

Competitors do not have particular functions SKU in this price segment

- Models: 10T44, 10T44BR, 10T44GR
- Fits: 9,7”-10,1” tablets
- Material: easy-care polyester
- Closure mechanism: elastic strap
- Safety: elastic strap
- Device attachment: protective plastic corners
- Viewing angles: two
- Style: unisex
- Colours: night black, chocolate brown, asphalt grey

Fits 9,7”-10,1” tablets

Media position

Typing position

Elastic strap for closing and safety

JUNGLE

Earphones + organizer + mic

About the product

The key feature of the JUNGLE earphones is a special cable organizer that helps to avoid that irritating mess of cable. The design of the earphones is absolutely minimalistic, simple and lightweight. The highly resilient materials make them irreplaceable for convenient daily use. The microphone is handily mounted on the cable; thus they are perfect for convenient jogging, Skype calling or private music listening. The ACME JUNGLE earphones – be aware of urban traps and be free of the cables jungle!

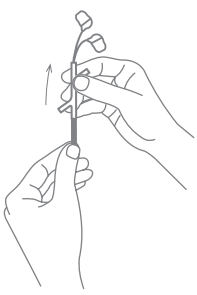
Unique selling proposition

Portable carrying convenience – stylish & flexible organizer tightly hangs on the cable

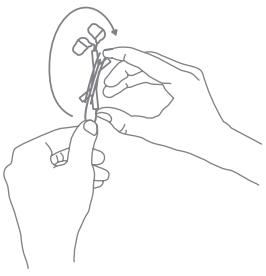
Ergonomics – test proven comfort of 4 sizes ear-buds

Competitors do not have particular functions SKU in this price segment

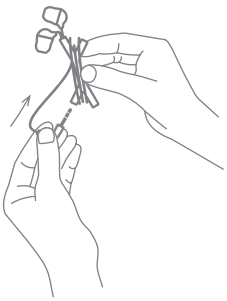
- Models: U02WM, U02BM
- Type: in-ear
- Frequency response: 20 Hz - 20 kHz
- Impedance: 16 Ohm
- Driver diameter: 9.2 mm
- Sensitivity (at 1 kHz): 93 dB ± 3 dB
- Distortion: < 1% at 1 kHz
- Rated power: 2 mW
- Microphone diameter: 4 mm
- Microphone sensitivity: -42 dB ± 3 dB
- Plug: 3.5 mm, angled, 4-pin
- Smart cord organizer: included
- Ear-buds: ergonomic, four sizes
- Cable: 1.2 m
- Weight: 32 g
- Colours: milk white, fume black



Pull up



Roll



Plug

Compatible with all audio devices (3.5 mm jack)

In-line control

Smart cable organizer

Ergonomic earbuds

4 sizes earbuds

Quality sound

Angled stereo plug 3.5 mm

SATURN

Light headphones +
cable organizer + mic

About the product

ACME SATURN headphones enrich the Urban harmony product line – all the features you can expect combined into one single headphones! Forget tangled cables and wasting time to get them straight – headphones have special cable organizer to avoid the mess. Lightweight, soft ear cushions, adjustable leatherette headband guarantee extra comfort and meet your needs. Headphones come in three different colours, so choose the one which suits you best. If that is not enough, headphones also have in-line control and microphone integrated on the cable. Not to mention high quality promising natural sound for all your music. So choose ACME SATURN headphones, have everything you may need, enjoy high quality sound and exclusive urban look!

Unique selling proposition

Portable carrying convenience – smart cable organizer helps to keep the cable untangled and well-ordered.

Competitors do not have particular functions SKU in this price segment.

- Model: HA08
- Type: on-ear
- Frequency response: 20 Hz – 20 kHz
- Impedance: 32 Ohm
- Driver diameter: 40 mm
- Sensitivity: 110 dB ± 3 dB
- Plug: stereo, 3.5 mm 4-pin, gold plated
- Microphone sensitivity: -42 dB ± 3 dB
- Cable: braided, 1.6 m ± 10%
- Cushions coating: leatherette
- Headband: adjustable
- Compatibility: all audio devices with 3.5 mm 4-pin socket
- Colours: milk white, asphalt grey, night black

Unbutton

Roll up

Button up

Compatible with all audio devices (3.5 mm 4-pin)

In-line control: stop/play/talk key + microphone

Lightweight

Soft ear cushions

Quality sound

Durable braided cable

WAKE

Bluetooth speaker +
smart cable organizer

Bluetooth

About the product

The key features of the speaker are the smart cable organizer system, the NFC function and its heavy-duty exploitation. All cables can be easily and conveniently rolled up around the speaker's body. Using the NFC, you can easily pair your NFC device with the speaker by touching them together or bringing them into close proximity. The surface of the speaker is made of rubber which protects it from unexpected outdoor conditions. The speaker also stands out by its long battery life. The ACME WAKE Bluetooth speaker - portable melody.

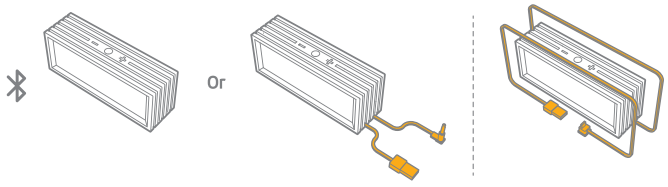
Unique selling proposition

Portable carrying convenience – audio and USB cables can be easily rolled up on the speakers' body

Indoor & outdoor use – the surface of the speaker is made of strong TPU material

Competitors do not have particular functions SKU in this price segment

- Model: U05B
- Type: portable Bluetooth
- Bluetooth version: V4.0
- Frequency response: 150 Hz - 18 kHz
- Power output: 2 x 3 W + 2 passive woofers
- Driver size: 2 x 40 mm
- Maximum sound level: 78 dBA
- Connections: 3.5 mm AUX / Bluetooth
- Power supply: micro USB, 5 V DC
- Playback time: up to 10 h
- Working distance: 10 m
- Dimensions: 156 (L) x 44,5 (W) x 65 (H) mm
- Weight: 340 g
- NFC: built in
- Colour: coal black



Bluetooth connection | Cable connection | Smart cable organizer

Quality sound

Compatible with all audio devices (3.5 mm jack)

Keep devices close to pair

Up to 10 hours of playing

Portable

Microphone

acme | WAKE

acme

BAT

Bluetooth speaker +
one knob control

Bluetooth™

About the product

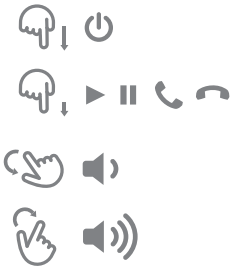
Don't get lost in the city noise, play your own melody with ACME BAT Bluetooth speaker + one knob control. This speaker as all Urban harmony products features both convenient design and innovative decisions. First, it has super easy control with only one button: press once – music starts to play; press again – stops; turn around – regulate the sound; etc. Moreover, Bluetooth connection allows easy wireless pairing with enabled devices and thanks to an audio output works as Bluetooth receiver – upgrades current wired speakers to wireless ones. Plus, the speaker is portable, lightweight; has a special knotted rope for attachment. Battery lasts very long – up to 8 hours. And even though you enjoy living in a busy city, everyone needs a break from time to time to maintain the balance of life. In such a case it has a function too – is splash-proof for a walks in the rain to restore the harmony... The ACME BAT Bluetooth speaker + one knob control – hang it upside down!

Unique selling proposition

One knob control for every function you need

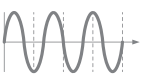
Competitors do not have particular functions SKU in this price segment

Works as Bluetooth dongle



One knob control

- Model: SP106
- Type: portable Bluetooth
- Bluetooth version: v4.0
- Frequency response: 20 Hz – 20 kHz
- Power output: 3W +passive woofer
- Impedance: 4 Ohm
- Driver size: 1.5"
- Connections: 3.5 mm AUX / Bluetooth
- Power supply: micro USB, 5 V DC
- Battery: Li-ion, 700 mAh
- Playback time: up to 8 h
- Working distance: up to 10 m
- Dimensions: 110 (Ø) x 44 (H) mm
- Weight: 220 g
- Color: night black



Quality sound

Compatible with all audio devices (Bluetooth v4.0)

Portable

Microphone

Up to 8 hours of playing

Splash-proof

acme

BEAM

Screen cleaner 2 in 1

About the product

The ACME BEAM Screen cleaner is both functional and stylish. The prism-shaped cleaner is comfortable to grab and hold firmly in the hand. Like all Urban harmony products, the cleaner has more than one function. Its surface is covered with a special cleaning material, so you don't have to carry a cleaning cloth separately. The cleaner is very compact and easily fits inside a handbag or a bag's external pockets. The ACME BEAM Screen cleaner – changes the prism.

Unique selling proposition

2-in-1 function: cleaning gel + cloth
Very small, fits anywhere

A unique prism shape

50 ml is enough to clean 400 cell-phone screens

Competitors do not have particular functions SKU in this price segment

- Model: CL37
- Type: universal screen cleaner
- Cleaning fluid: ECO, Alcohol-free
- Dimensions: 120 (H) x 41 (W) x 37 (D) mm
- Capacity: 50 ml
- Cloth material: nonwoven microfiber
- Cloth size: 75 (L) x 75 (W) mm
- Colour: asphalt grey

Spray

Clean

Cleans 400 cell-phone screens

Pocket size

acme

DROP

Screen cleaner 2 in 1

DESIGN AWARD 2015

About the product

The ACME DROP Screen cleaner is yet another smart solution from ACME designers. At the size of just 75 x 75 mm, the cleaner fits perfectly inside your pocket or even wallet. Despite its small size, you can clean 100 cell-phone screens with one bottle. Like all Urban harmony products, the cleaner was created for urban people who live actively and value functionality. The cleaner has a 2-in-1 function: the packaging is covered with a special cleaning cloth, so you have everything you need for clean screen in one place. The ACME DROP screen cleaner ☺ fits in anywhere.

Unique selling proposition

2-in-1 function: cleaning gel + cloth
Very small, fits anywhere

10 ml is enough to clean 80 cell-phone screens

Competitors do not have particular functions SKU in this price segment

- Model: CL36
- Type: touch screen cleaner
- Cleaning fluid: ECO, alcohol-free
- Dimensions: 88 (H) x 88 (W) x 16 (D) mm
- Capacity: 10 ml
- Cloth material: nonwoven microfiber
- Cloth size: 75 (L) x 75 (W) mm
- Colour: asphalt grey

Spray

Clean

Cleans 80 cell-phone screens

Pocket size

acme

- milk white, asphalt grey, night black

SATURN | Light headphones + cable organizer + mic

Milk white

Asphalt grey

Night black

JUNGLE | Earphones + organizer + mic

Milk white

Fume black

WAKE | Bluetooth speaker + smart cable organizer

Coal black

BAT | Bluetooth speaker + one knob control

Night black

BEAM | Screen cleaner 2 in 1

Asphalt grey

DROP | Screen cleaner 2 in 1

Asphalt grey

NEST | Notebook bag

Night black

TRUNK | Notebook backpack

Night black

PEAK | Messenger bag – backpack

Asphall grey | Brick brown | Night black

LOOP | Tablet cover-stand | 7”- 8”

Night black | Chocolate brown | Asphalt grey

LOOP | Tablet cover-stand | 9,7”- 10,1”

Night black | Chocolate brown | Asphalt grey

TERRA | Tablet cover - stand | 7”- 8”

Night black with camel brown details

TERRA | Tablet cover - stand | 9,7”- 10,1”

Night black with camel brown details

In-store merchandising

Stylish and informative stands

- Delicate and integral packaging design (shape, style, colours, etc.);
- Universal packages may be both hanged and laid;
- Stands echo the style of the packages (shape, style, colours, etc.);
- Universal size and flexible construction stands correspond to all in-store merchandising needs;
- The information on the packages and stands is presented in clear and attractive way;
- Information bars and posters echo the same minimalistic style – the same colours, informative icons, etc.;
- All advertising material includes only the key points of information – not to disturb the end-user;
- Special stands (demo displays) for testing ensure maximum comfort. These stands also echo the overall style of advertising material.

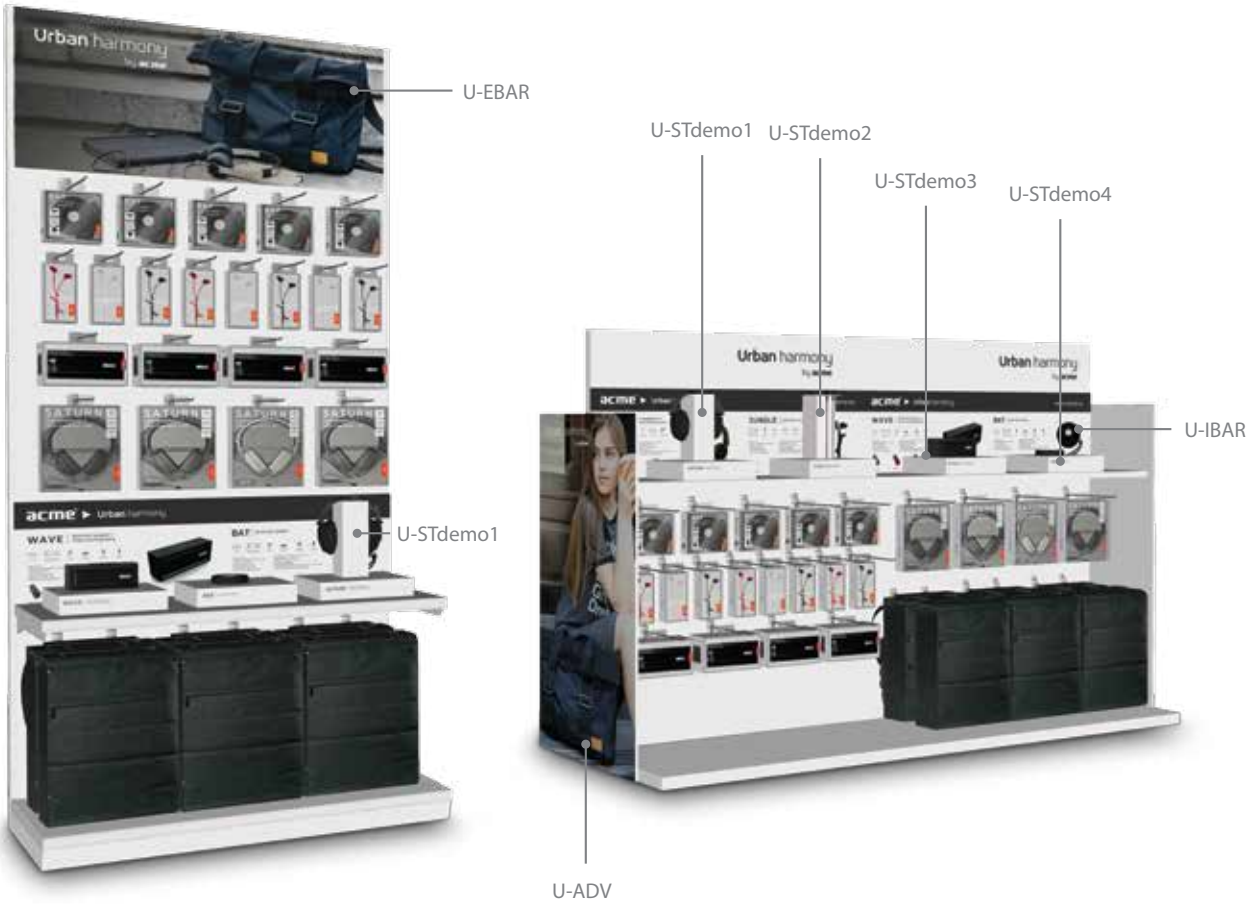
U-ST

U-STdemo1

U-STdemo2

U-STdemo3

U-STdemo4



Option	Code	Quantity	Size	Price
Information bar	U-IBAR	1 pc	H: 330 mm W: 1000 mm	12 EUR
Emotional bar	U-EBAR	1 pc	H: 488 mm W: 1000 mm	16 EUR
Shelves side decoration	U-ADV	1 pc	H: 1180 mm W: 640 mm	32 EUR
Stand	U-ST	1 pc	H: 1600 mm W: 760 mm D: 580 mm	260 EUR
Demo display for MOON headphones	U-STdemo1	1 pc	H: 270 mm W: 250 mm D: 200 mm	20 EUR
Demo display for JUNGLE earphones	U-STdemo2	1 pc	H: 270 mm W: 250 mm D: 200 mm	20 EUR
Demo display for WAVE speakers	U-STdemo3	1 pc	H: 60 mm W: 250 mm D: 200 mm	20 EUR
Demo display for BAT speakers	U-STdemo4	1 pc	H: 60 mm W: 250 mm D: 200 mm	20 EUR

Global benefits of retail packages

Informative and unique packaging

1. Transparent front for users' review;
2. Easy opening for testing (the construction is made of PET and carton box);
3. Informative icons and tech. specifications on the front and back of the packages;
4. Basic information of user's manual on the back of the packages.

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